

AUG10/12 12.1
*** WFTV-TV ***

PROGRAM : GOOD MORNING AMERICA

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*** WFTV-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3			500A-600A PROGRAM : EYEWITNESS NEWS	30		\$350.00	8/11	8/11	1		SAT	1
4			900A-1000A PROGRAM : THE DOCTORS	30		\$650.00	8/13	8/16	3		M-TH	3
5			1000A-1100A PROGRAM : MILLIONAIRE	30		\$600.00	8/13	8/16	5		M-TH	5
6			1100A-1200N PROGRAM : THE VIEW	30		\$1,200.00	8/13	8/16	3		M-TH	3
7			1200N-100P PROGRAM : EYEWITNESS NOON NEWS	30		\$1,000.00	8/13	8/16	3		M-TH	3
8			100P-400P PROGRAM : AFTERNOON RT	30		\$800.00	8/13	8/16	2		M-TH	2
9			1200N-1230P PROGRAM : NOON NEWS/SATURDAY	30		\$600.00	8/11	8/11	1		SAT	1
10			1200N-1230P PROGRAM : NOON NEWS/SUNDAY	30		\$600.00	8/12	8/12	1		SUN	1
11			400P-500P PROGRAM : DR. OZ	30		\$900.00	8/13	8/16	5		M-TH	5
12			500P-600P PROGRAM : EYEWITNESS NEWS	30		\$2,500.00	8/13	8/16	2		M-TH	2
13			600P-700P PROGRAM : EYEWITNESS NEWS	30		\$3,500.00	8/13	8/16	1		M-TH	1
14			600P-630P PROGRAM : EYEWITNESS NEWS SUNDAY	30		\$2,200.00	8/12	8/12	1		SUN	1

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15			700P-730P	30		\$4,200.00	8/13	8/16	2		M-TH	2
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PROGRAM : JEOPARDY

16			730P-800P	30		\$4,200.00	8/13	8/16	1		M-TH	1
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PROGRAM : WHEEL OF FORTUNE

17			700P-800P	30		\$1,400.00	8/11	8/11	1		SAT	1
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PROGRAM : JEOPARDY/WHEEL

18			900P-1100P	30		\$5,500.00	8/12	8/12	1		SUN	1
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PROGRAM : EXTREME MAKEOVER

19			1100P-1135P	30		\$2,250.00	8/13	8/16	3		M-TH	3
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PROGRAM : EYEWITNESS NEWS AT 11P

AUG/12			62050.00									
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CONTRACT TOTAL 62050.00
TOTAL SPOTS 40

MARKET TOTALS \$163,289 WFTV 38% WKMG 15% WESH 30% WOFL 13% WKCF 2% WRBW 2% CABL 0%
WOPX 0% WRDQ 0% EFTV 0%

SHARES ESTIMATED

SVC- NSI
DEMOS- RA35+*